ORDER

Orders

Order / Rev:

Alt Order #:

06831860

Product Desc:

BERKLEY FOR SENATE

Estimate:

30S

Flight Dates:

07/31/12 - 08/06/12

Original Date / Rev:

07/09/12 / 08/01/12

Order Type:

GENERAL



KSNV

Primary AE:

Sales Office:

Sales Region:

Amy McCreary

BLPHI

National

Agency

Name:

Shorr Johnson Magnus

Buying Contact:

Billing Contact:

1831 Chestnut St.

Philadelphia, PA 19103

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

15%

Cash

Broadcast

EOM/EQC

Advertiser

Name:

Priority:

Berkley, Shelley for Senate

Demographic: **Product Codes:**

Revenue Codes:

A35+

PLC01

SELECT PRIORITY CODE

POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

07/30/12

Start Date

End Date # Spots Gross Amount Net Amount 08/06/12 51 \$97,925.00

Totals

Month # Spots Gross Amount Net Amount Rating August 2012 51 \$97,925.00 \$83,236.25 0,00 51 \$97,925.00 \$83,236.25 Totals 0.00

00:15:00

Account Executives

Account Executive

Sales Office Sales Region

\$83,236.25

Start Date / End Date

Start Of Order - End Of Order

Order % 100%

Amy McCreary **Order Share**

Share Total 49% \$97,925.00

KSNV Market

100% \$199,846.94

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	_\$0.00
KINC	0%	\$0.00
KLAS	20%	\$39,969.39
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$31,975.51
KTUD	0%	\$0.00
KVVU	13%	\$25,980.10
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$3,996.94

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV	07/31/12	08/03/12	M-F 5-6a WakeUp v M-F 5-6a WakeUp v	J	5-6a	-TWTF	:30	4	\$400.001	0.00 NM	4	\$1,600.00
NEWS			W-F 5-0a WakeOp	wwwagners								
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u> S	pots/Week	<u>Rate</u>	Rating						
Week: 07/	30/12	08/05/12	-TWTF	4	\$400.00	0.00						

KSNV

Print Date: 08/01/12 14:49:59 Page 2 of 3 Order / Rev: 104119 Advertiser: Berkley, Shelley for Senate

Alt Order #:

06831860 Product Desc: BERKLEY FOR SENATE

Flight Dates: 07/31/12 - 08/06/12 Estimate: 308

Ln Ch Start End	Inventory Code Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV 07/31/12 08/03/12	M-F 5-6a WakeUp w/WagM	5-6a	TWTF	:30	4	\$400.001	0.00 NM	4	\$1,600.00
NEWS	M-F 5-6a WakeUp w/Wagners								
<u>Start Date</u> <u>End Date</u> Week: 07/30/12 08/05/12	Weekdays Spots/Week	Rate	Rating						
		\$400.00 5-6a	0.00 M	:30	1	\$400.001	0.00 NM	1	\$400.00
	M-F 5-6a WakeUp w/Wagners			,,,,	•	\$ 1001001	0.00 14111		V100.00
NEWS Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 08/06/12 08/12/12	M 1	\$400.00	0.00	~~~~~~					
E 3 KSNV 08/06/12 08/06/12	M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners	6-7a	M	:30	1	\$700.001	0.00 NM	1	\$700.00
NEWS	W-I 0-7 a WakeOp W/Wagners								
<u>Start Date</u> <u>End Date</u> Week: 08/06/12 08/12/12	Weekdays Spots/Week	<u>Rate</u> \$700,00	Rating 0.00						
······································	· · · · · · · · · · · · · · · · · · ·	6-7a	-TWTF	:30	4	\$700.001	0.00 NM	4	\$2,800.00
	M-F 6-7a WakeUp w/Wagners	•				• · · · · · · · · · · · · · · · · · · ·			7=100000
NEWS Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 07/30/12 08/05/12	-TWTF 4	\$700.00	0.00						
E 5 KSNV 07/31/12 08/03/12	Today Show CM Today Show	658a-9am	-TWTF	:30	8 :	\$1,400.001	0.00 NM	8	\$11,200.00
TODAY	roday onow								
<u>Start Date</u> <u>End Date</u> Week: 07/30/12 08/05/12	Weekdays Spots/Week	<u>Rate</u> \$1,400.00	Rating 0.00						
E 6 KSNV 08/06/12 08/06/12		658a-9am	M	:30	2 :	\$1,400.001	0.00 NM	2	\$2,800.00
TODAY	Today Show								•-,
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 08/06/12 08/12/12	· ·	\$1,400.00	0.00						
E 7 KSNV 08/06/12 08/06/12	News 3 Olympic Zone CM News 3 Olympic Zone	7:30-8:00PM	M	:30	1	\$750.001	0.00 NM	1	\$750.00
OLY ZONE	• •								
<u>Start Date</u> <u>End Date</u> Week: 08/06/12 08/12/12	Weekdays Spots/Week	<u>Rate</u> \$750.00	Rating 0.00						
E 8 KSNV 07/31/12 08/04/12		7:30-8:00PM	-TWTFS-	:30	5	\$750.001	0.00 NM	5	\$3,750.00
OLY ZONE	News 3 Olympic Zone								
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 07/30/12 08/05/12	-TWTFS- 5	\$750.00	0.00						
E 9 KSNV 08/06/12 08/06/12	Olympics Primetime CM Olympics Primetime	730pm-12am	M	:30	1	\$6,000.001	 0′00 NM	_ 1	\$6,000.00
OLY PRIME		<u> </u>	,						
<u>Start Date</u> <u>End Date</u> Week: 08/06/12 08/12/12	Weekdays Spots/Week M 1	<u>Rate</u> \$6,000.00	Rating 0.00						
E 10 KSNV 08/03/12 08/03/12	Olympics Primetime CM	730pm-12am		:30	1	\$6,000.001	0.00 NM	1	\$6,000.00
OLY PRIME	Olympics Primetime								
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating						
Week: 07/30/12 08/05/12	W	\$6,000.00	0.00	.20		#C 000 001	0:00 1114		****
E 11 KSNV 07/31/12 08/02/12	Olympics Primetime CM Olympics Primetime	730pm-12am	-TWT	:30	ь	\$6,000.001	0.00 NM	6	\$36,000.00
OLY PRIME	Windledova Control Minds	Dete-	D-ti						
<u>Start Date</u> <u>End Date</u> Week: 07/30/12 08/05/12	<u>Weekdays</u> <u>Spots/Week</u> -Tw⊤ 6	<u>Rate</u> \$6,000.00	Rating 0.00						
E 12 KSNV 08/05/12 08/05/12		730pm-12am	S	:30	1	\$6,000.001	0.00 NM	1	\$6,000.00
OLY PRIME	Olympics Primetime								
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 07/30/12 08/05/12 E 14 KSNV 08/04/12 08/04/12	S <u>1</u>	\$6,000.00 7a-9am	0.00	:30	1	\$625 AA3	O OO NE	4	<u> </u>
14 NONV 00/04/12 00/04/12	OW	ra-valli	5-	.30	1	\$625.001	0.00 NM	1	\$625.00

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KSNV

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Order / Rev: Ált Order #:

Flight Dates:

104119

Advertiser:

Berkley, Shelley for Senate

06831860

07/31/12 - 08/06/12

Product Desc: Estimate:

BERKLEY FOR SENATE

30S

		End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots Rate Pr	i Rtg Type S	pots	Amount
			Saturday Today								
SAT	TDOAY		Saturday Today								
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			1		
	07/30/12	08/05/12	S-	1	\$625.00	0.00					
E 15 KSI	NV 08/05/1	2 08/05/12	Olympics Daytime	Week@M	4am-6pm	5	:30	2 \$1,700.003	0.00 NM	2	\$3,400.00
			Olympics Daytim	• WEEKEND							
	DAYTIME I										
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
	07/30/12	08/05/12	S		\$1,700.00	0.00					
E 16 KSI	NV 08/04/1	2 08/04/12	Olympics Daytime		4am-6pm	S-	:30	2 \$1,700.003	0.00 NM	2	\$3,400.00
OLV	/ DAYTIME \	MIK	Olympics Daytim	e WEEKEND							
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			1		
	: 07/30/12	08/05/12	S-		\$1,700.00	0.00					
	NV 07/31/1		Olympics Daytime		9am-4pm	-TWTF	:30	8 \$1,200.003	0.00 NM	8	\$9,600.00
_ // //		_ •••	Olympics Daytim		John Ipini		.00	σ φ1, <u>200.</u> σσο	0.00 1111	Ü	ψ5,000.00
OLY	DAYTIME		, , , , , , , , , , , , , , , , , , , ,								
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>					
Week:	07/30/12	08/05/12	~TWTF	8	\$1,200.00	0.00					
E 18 KSI	NV 08/06/1	2 08/06/12	Olympics Daytime	:Week@M	9am-4pm	M	:30	2 \$1,200.003	0.00 NM	2	\$2,400.00
			Olympics Daytim	e Weekdays							
	DAYTIME	F1 D-4-	1071-d	0 / ## 1	D 4	D //					
	Start Date : 08/06/12	End Date 08/12/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$1,200.00	Rating 0.00					
• • • • • • • • • • • • • • • • • • • •	NV 08/04/1		Weekend Jeopard			0.00	:30	4 0500 004	0.00 104	,	# E00.00
N 19 KOI	INV 00/04/ 8	2 00/04/12	WKND Jeop/Whe	•	630-730pm	2-	:30	1 \$500.001	0.00 NM	7	\$500.00
NEV	NS		TT, CAD OCOPINALIO	~.							
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			Į.		
Week:	07/30/12	08/05/12	S-	1	\$500.00	0.00					
									Totals	51	\$97.925.00